

WOLVERHAMPTON – A FAIRTRADE CITY



INSIDE:

What is Fairtrade?

Delicious recipe using Fairtrade ingredients

Your guide to

FAIRTRADE

in Wolverhampton



Where to buy and source
Fairtrade products

PLUS MUCH MORE!



www.wolverhampton.gov.uk/fairtrade

FREE

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A MESSAGE FROM THE CHAIRMAN OF WOLVERHAMPTON CITY FAIRTRADE PARTNERSHIP – SEHDEV BISMAL MBE

As members of Wolverhampton City Fairtrade Partnership, we are proud that our city was named one of the earliest Fairtrade Cities in the country in 2004 and since then the development of the Fairtrade movement has been rapid and immense.

It has been possible to embed the Fairtrade ethos into the daily practices of many businesses, schools, faith communities, City of Wolverhampton College and the University of Wolverhampton due to the dedicated work of many individuals and organisations. We were enormously encouraged and constantly inspired by our first chairman Dennis Turner, Lord Bilston, who sadly passed away on 25 February 2014.

I am particularly pleased that the publication of this Fairtrade Directory will further spread the word about Fairtrade and make it easier for the citizens of Wolverhampton to make the right choices when shopping.

By promoting the principles of Fairtrade we can help millions of farmers and producers in developing countries by offering them a fair price for the goods and food they produce. Fairtrade works to benefit the most marginalised in the global trade system – small-scale farmers and workers. Our vision is to have justice and sustainable development at the heart of trade structures and practices so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full potential.

This will help the building of a fairer, better and equitable life for millions of disadvantaged people in the world.

I hope you find the information in this Directory helpful in choosing Fairtrade in Wolverhampton.

Sehdev Bismal MBE
Chairman,
Wolverhampton City
Fairtrade Partnership



Cover images courtesy of Simon Rawles

WHAT IS FAIRTRADE?

Fairtrade means a better deal for farmers, growers and small-scale producers in developing countries.

By working in partnership with them, and reducing the number of middlemen, it ensures they receive a fair price for their goods or produce – enabling them to improve their business, invest in health and education projects and care for their community's environment.

The mission of the Fairtrade Foundation is to connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position in world markets and take more control over their lives. The Fairtrade Foundation launched the FAIRTRADE Mark in 1994. It appears on products like tea, coffee, sugar, and cotton clothes, wine and craft goods and is the only independent consumer guarantee that the product has been fairly traded. Since 1994 there has been a considerable growth in both the range of Fairtrade goods and their retail sales value. In the UK, sales of Fairtrade products in 2012 reached £1.5 billion - an 18% increase on the previous years. Furthermore, consumer awareness of the FAIRTRADE Mark has also grown.

The purpose of a Fairtrade City is to contribute to tackling poverty and trade inequality by putting a stop to producers from poor countries being disadvantaged and to give them a better deal. This is achieved by encouraging shops, cafes,

restaurants and large employers to make Fairtrade goods readily available.

This Directory is intended to raise awareness of Fairtrade across the City, and make it easier for local people to find Fairtrade goods as they do their everyday shopping. It also includes a list of organisations in the City who use, sell or provide Fairtrade goods to their customers, staff or students.



89% OF UK PUBLIC TRUST THE FAIRTRADE MARK.

WE ARE PROUD TO BE A FAIRTRADE CITY



The Wolverhampton City Fairtrade Partnership came together in September 2003 and in March 2004 Wolverhampton achieved 'Fairtrade City' status.

Wolverhampton City Council is fully committed to the partnership and a considerable amount of work has been undertaken to promote the concept and practice of Fairtrade within schools, businesses, community and faith groups.

The local authority has played a key part in helping consumers make an informed decision on choosing Fairtrade by bringing it to the attention of residents through information, our web page and hosting events and supporting partner activities and more importantly, through creating ambassadors amongst our colleagues, family and friends.

With the support of the local business community, a range of Fairtrade goods are now readily available in the city's shops. Fairtrade products are also being served in local cafés and catering establishments as well as being used in a number of work places in Wolverhampton, including the City Council and the University.

Member organisations of the City's Fairtrade Partnership also play a significant part in promoting Fairtrade Fortnight, a milestone in the Fairtrade calendar.

Since gaining Fairtrade status, the City now has six Fairtrade schools. The University gained Fairtrade status in 2008. In 2012 the

City won a campaign award from the Fairtrade Foundation for its outreach work during Fairtrade Fortnight. A member of the City's Fairtrade Partnership is now the West Midlands regional representative on the National Campaign Committee of the Fairtrade partnership.

2014 is the City's tenth year of being a Fairtrade City.

For on-line information about where to buy Fairtrade goods, events across the City and how to contact us, visit www.wolverhampton.gov.uk/fairtrade





FAIRTRADE

and the city's faith communities

CHURCHES

Churches were in the vanguard of the fair trade movement, lobbying supermarkets to stock fair trade tea and coffee in the early 1990s.

Great strides have been made and 48 of our city's churches have Fairtrade status with many other churches also supporting the movement. Fairtrade status entails:

- Serving Fairtrade tea and coffee at all events
- Including Fairtrade strands in worship, especially during Fairtrade Fortnight
- Exploring possibilities for congregations to learn more about Fairtrade and to use more fairly traded products.

Some churches have a stock of Fairtrade products, enabling members to buy gifts as well as food items on a weekly or monthly basis. Stalls are particularly busy at Christmas fairs and other festivals. Most of these churches are regular customers of the Wolverhampton Fair Trade shop.

The Wolverhampton Methodist Circuit holds a 'Just Fayre' in the Autumn, inviting a variety of Fairtrade stockists to have a stall, putting on a fashion show and serving fairly traded refreshments. These have been enormously successful.

Trade justice is at the heart of the gospel of Jesus Christ and really does bring good news to the poor.

OTHER FAITHS

Congregations in many churches in the city were already familiar with the concept behind the Fairtrade campaign but for many minority faith places of worship it was a new territory.

Since Wolverhampton has substantial numbers of citizens with roots in the Indian sub-continent, taking our core message to them is an integral part of our Fairtrade strategy.

Through a structured programme of visits all the gurdwaras and mandirs and some mosques in the city have been visited and presentations made to the worshippers there, in both English and the language of the particular community. Colleagues from the Partnership display a range of fairly traded products that members of congregations can view and buy.

Since the congregations in these places of worship are constantly changing, the need for disseminating information about our campaign and for raising awareness of the enormous support that we can provide to producers and farmers in the developing countries through slightly modifying our shopping habits will remain with us in the foreseeable future.

In October 2012, at the annual multi-faith Prayers for Peace at St Peter's Collegiate Church, a keynote address on the theme of Fairtrade was given, exhorting places of worship in the City to work towards achieving Fairtrade status.



Wolverhampton
Fair Trade



BUY FAIRTRADE FROM WOLVERHAMPTON FAIR TRAD

Wolverhampton Fair Trade is a voluntary group which specialises in selling a wide range of Fairtrade goods from its shop at 10 Salop Street, beside the indoor market.

OUR RANGE

We sell the widest range of Fairtrade foodstuffs in the City, including many items not available in high street shops. We have teas, coffees and over 20 kinds of chocolate. We stock a range of jams, dried fruit and nuts, cookies, fruit juice and sweets, all with the FAIRTRADE Mark. For a tasty Fairtrade snack our range includes individually wrapped flapjacks, Eccles cakes and brownies.

We also have a variety of craft goods which are made under fair trade conditions in the developing world. These include jewellery, wood, glass and stoneware items, toys and handmade greetings cards.

CUSTOMERS

Shoppers are welcome to browse the range of goods in our shop.

For current opening hours visit our website www.wolvesfairtrade.org.uk or
Tel: 01902 425710 or 07944 286869

If you are involved in a place of worship, a school or a group with regular meetings, we can provide goods on Sale or Return. This enables you to take goods for sale to your members without risk, and gives you the opportunity to show off some of the wide range of Fairtrade goods now available. We have about 60 groups which use this service at present, many running a regular monthly stall.

You can see Wolverhampton Fair Trade out and about at special events – look out for our Fairtrade snack bar at Wolverhampton's annual City Show.



For more information,
Email: info@wolvesfairtrade.org.uk

THE BUSINESS OF FAIRTRADE

THE MIDCOUNTIES CO-OPERATIVE

More than just another retailer, our business is diverse providing you with a broad range of services. We cover a geographical area which spans eight counties, and in Wolverhampton we have 23 food stores.

Our purpose is to work towards a better, fairer world, enhancing the lives of members, customers and colleagues within the communities we serve. This is demonstrated by our commitment to Fairtrade, with the Co-operative at the forefront of promoting Fairtrade in UK supermarkets. Mid-Counties Co-operative supports the work of Wolverhampton City's Fairtrade Partnership by hosting events, providing Fairtrade goods at events and helping to make Fairtrade a consumer choice.

Find out more at www.midcounties.coop

REVOLVER WORLD

Revolver World is the only producer of Fairtrade cotton goods and coffees in Wolverhampton. New lines in coffee are regularly introduced. Revolver works with Village Water to give 600 litres of water in Africa for every kilo of coffee roasted. Revolver Co-operative is introducing a new range of Fairtrade cider – look out for this - and coffee and cotton goods - in branches of the Co-operative.

www.revolverworld.com



BOOKER

Booker is the UK's leading food and drink wholesaler with 172 branches nationwide serving 481,000 customers, including caterers and independent retailers. Booker's Wolverhampton branch was refurbished in 2012 and stocks a range of Fairtrade products, including hot drinks.

For more information visit www.booker.co.uk



Image courtesy of Marcus Lyons

FAIRTRADE IN EDUCATION

FAIRTRADE IN WOLVERHAMPTON SIX SCHOOLS

Six Wolverhampton schools have Fairtrade status and more are actively working towards this. Schools complete a process which takes about a year to satisfy the Fairtrade Foundation of their commitment.

Message from

Ann Bickley – Wolverhampton Fairtrade Partnership.

'I can support any schools that would like to bid for Fairtrade status.

The students learn of the wealth of diversity in our city and about being better local and global citizens, with tolerance and understanding.

They develop a heightened understanding of world trade and how they as informed consumers of today and the future can make a difference.

Schools are encouraged to be entrepreneurial and innovative in involving outside agencies and networks in their

Fairtrade bids and thus it acts as a catalyst for social enterprise.

School students enjoy learning about Fairtrade and play a significant part in spreading that message.'



FAIRTRADE AT THE UNIVERSITY OF WOLVERHAMPTON

The University has been proud to have achieved and maintained our Fairtrade status since 2008. Amongst our community of 25,000 staff and students we actively promote our Fairtrade goods and principles in our classrooms and coffee shops. As part of the wider community the University works closely with the City Fairtrade Partnership to support events and awareness raising.

In 2010 we were recognised as the runners-up in the National Fairtrade Fortnight

Awards for our Outstanding Achievement. Guest lectures, debates, and a Fairtrade Football Festival (using Fairtrade hand stitched footballs) have all been part of our programme of activity. Our events are regularly open to Schools, Colleges and members of the public – we welcome your interest and your support.

For details of our forthcoming events and activities or more information about the University, visit our website
www.wlv.ac.uk/fairtrade

LEARNING TO LIVE LEARNING TO GIVE

CITY OF WOLVERHAMPTON COLLEGE

How many ways are there to introduce Fairtrade to young people?

This was the challenge we set when starting out on the journey towards Fairtrade accreditation for our College, with the goal of getting students to look beyond the product, to the people whose lives depended on a 'fair price' to sustain a 'fair standard' of living.

Our students are interested and concerned about social justice and fairness. They have demonstrated this by embracing enthusiastically Fairtrade Fortnight projects - from exchanging Fairtrade bananas for a donation, to raising funds for an Orphanage School in Uganda, to exchanging Non Fairtrade products for a Fairtrade cuppa, and Fairtrade Fancies made by our students to support the homeless in Wolverhampton.

Our trainee Chefs produce a dinner using Fairtrade ingredients, our staff enjoy a

Summer lunch with Fairtrade food cooked for them during a staff development day with a Summer recipe booklet using Fairtrade ingredients to take home, and our students run a twice-weekly tuck shop selling Fairtrade goods.

In tutorials students have learnt about cocoa production through the Fairtrade 'Chocolate Game', learning how to buy and sell from production of the raw ingredients to the selling of the finished product, sampling both Fairtrade and ordinary chocolate (nine out of ten said they preferred Fairtrade!)

In introducing Fairtrade into our College we have been able to share a wider world beyond our city boundaries, knowing that by working in partnership with others in our Fairtrade Partnership we can make a real difference to lives outside as well as inside the College. We also learn the values of helping others and in doing so, learn something about ourselves.

WHERE TO GET FAIRTRADE GOODS IN WOLVERHAMPTON

LISTING OF PLACES AND OUTLETS WHERE FAIRTRADE GOODS AND PRODUCTS ARE SOLD OR PROVIDED.

★ Denotes the organisation has Fairtrade Status.

Cafes, Restaurants, Bistro and Bars

Bantock House Museum Café, Bantock Park, Finchfield Rd
BHS Café, Dudley Street
The Blue Brick at Premier Inn, Sun Street
Bilash, Cheapside
Café 3:16, Temple Street
Café Rickshaw, Chapel Ash
Elements Restaurant at Novotel, Union Street
Hogshead, Stafford Street

Horizon Restaurant, Wolverhampton Racecourse
Lock Works, Light House Media Centre
Madame Clarke's, King Street
Marks and Spencer Café Revive, Dudley Street
Moseley Old Hall, National Trust Café, Fordhouses
New Springvale Co-operative
Oasis Café, Emsworth Crescent
Pumpkin Café, Wolverhampton Rail Station
Quadrant Lounge, Lichfield Street

Sir Jack's Restaurant at Molineux Stadium
St Peter's House Coffee Bar
Starbucks Coffee – all branches
University of Wolverhampton – all campuses
Wolverhampton Art Gallery Café
Wightwick Manor, National Trust Café, Wightwick Bank
Wolverhampton Central Library Cafe
Yates, Queens Square

Charitable and Voluntary Organisations

ASAN (All Saints Action Network)
Revolver World (produces coffee, cotton)
Soroptimist club of Bilston
Wolverhampton Fair Traid
Wolverhampton Amateur Boxing Club
Wolverhampton Community Trust, Wolverhampton Wanderers Football Club
WRVS café, New Cross Hospital, Wolverhampton

Farm Shops

The Farm Shop, Wobaston Road, Pendeford

Hospitals

Penn Hospital
West Park Rehabilitation Hospital

Places of Worship

Beckminster Methodist Church, Birches Road ★
Bilston Methodist Church ★
Bradley Methodist Church ★
Christ Church, Tettenhall Wood ★
Church of Christ the King, Aldersley
Church of the Epiphany, Oxley ★
Cranmer Methodist Church, Whitmore Reans ★
Darlington Street Methodist Church ★
East Park Methodist Church ★
Fallings Park Methodist Church ★
Fordhouses Methodist Church ★
Good Shepherd, Castlecroft ★
Holy Trinity Church, Heath Town ★
Hurst Hill Methodist Church ★
Lanesfield Methodist Church ★
Lea Road United Reformed Church ★
Old Fallings United Reformed Church ★
Our Lady of Perpetual Succour RC Church
Perton LEP, Perton ★
Rakegate Methodist Church ★
Springdale Methodist Church ★

St Aidan's Church, Penn Fields ★
St Andrews Methodist Church ★
St Andrew's Church, Whitmore Reans ★
St Anthony's RC Church ★
St Bartholomew's Church, Penn ★
St Chad's & St Mark's Church, Lime Street
St Christopher's RC Church
St Columba's United Reformed Church
St Gregory's Church, Wednesfield ★
St John's Methodist Church ★
St Joseph's Church, Penn Fields ★
St Jude's Church, Tettenhall Road ★
St Lawrence's Church ★
St Leonard's, Bilston
St Martin's Church, Bradley ★
St Mary the Virgin, Bilston ★
St Mary's Church, Bushbury ★
St Matthews Church
St Michael and All Angels Church ★
St Michael's RC Church
St Peter & St Paul RC Church, North Street
St Paul's Church, Pendeford ★
St Peter's Collegiate Church of England ★
St Philip's Church, Penn Fields ★
St Thomas' Church, Wednesfield ★
St Thomas of Canterbury RC Church ★
Stowlawn Methodist Church ★
Stratton Street Methodist Church ★
Tabernacle Baptist Church
Tettenhall Wood United Reformed Church ★
Upper Ettinshall Methodist Church ★
Wednesfield Methodist Church ★

Schools, Colleges and University

Bantock Primary School, Penn Fields ★
Bilston C of E Primary School ★
City of Wolverhampton College
Christ Church Infants School
Christ Church Junior School ★
Colton Hills Community School
Hill Avenue Primary School ★
Newhampton Arts Centre
North East Wolverhampton Academy
Our Lady and St Chad's Catholic Sports College
Smestow School
St Edmunds Catholic School
St Paul's Church of England School ★

St Peter's Collegiate School
Wolverhampton Girls' High School
University of Wolverhampton ★

Blakemore Wholesale suppliers, Willenhall Road, W'ton
Booker Wholesale suppliers, Ettingshall Road, W'ton

Supermarkets and stores

Aldi Supermarkets
Asda, Jack Hayward Way
Greggs Bakers— various branches in Wolverhampton
Holland and Barrett, Mander Centre
Millies Cookies, Mander Centre
Morrisons, Blaydon Road, Pendeford
Morrisons, Bilston
Sainsbury's Supermarkets
Star Newsagents, Swan Centre, Compton
Tesco, Mander Centre
Waitrose, Marston Road

Mid Counties Co-operative Food Stores

23 stores in Wolverhampton

Listing correct at time of going to press (April 2014) – please see website for updates www.wolverhampton.gov.uk/fairtrade

NUTTY FAIRTRADE CHOCOLATE & COFFEE BROWNIES



Makes about 12 brownies.

INGREDIENTS

50g dark Fairtrade chocolate, roughly broken
110g butter
2 eggs, beaten
225g unrefined (golden) Fairtrade sugar
50g plain flour
1 teaspoon baking powder
Pinch of salt
100g hazelnuts (chopped in half)

FOR THE FROSTING

100g butter, softened to room temperature
100g Fairtrade icing sugar
100g cream cheese
1 tablespoon strong black Fairtrade coffee

METHOD

Pre-heat oven to 180C/ 350F/gas mark 4. Grease a tin measuring approximately 27cm x 18cm and line with baking parchment, allowing paper to rise 3cm above the tin. Toast hazelnuts in oven for 10 minutes (maximum) until lightly browned. Melt chocolate and butter in a bowl over a pan of simmering water. Sieve flour, baking powder and salt into a bowl.

Stir in sugar. Beat in eggs and chocolate mixture until well-mixed. Stir in hazelnuts.

Pour mixture into the tin and bake for 30-40 minutes until centre springs back when lightly pressed. Remove from oven and allow to cool completely in tin.

To make frosting, beat butter and icing sugar together until pale and fluffy. Beat in cream cheese and coffee. Spread frosting on cooled Brownies.

Chill in fridge for 30 minutes, and then cut into squares.

A PRODUCER'S STORY

Jennifer Wattaka sits on the Fairtrade premium committee. She and Kisolo Boaz are members of Nasufwa Growers Co-operative Society, Uganda. It is one of six co-operative societies which are affiliated to Gumutindo Co-op and its 570 members produce a total of around 100 tonnes of coffee each year.

Jennifer's coffee farm is two acres in size and her 2,000 coffee trees produce a crop of around 500kg of parchment coffee each year. The women farmers from Nasufwa Co-op are seen as a successful and positive role model by other local women. They get a higher income from their Fairtrade coffee and their co-op is making positive changes in the community.

Jennifer says, 'As a woman, being involved with Fairtrade is very helpful. They transport the coffee by lorry so we don't have to carry it on our backs. We understand the coffee business now and Fairtrade has taught us how to improve

the quality of our coffee. It also helps women sell their coffee, we have a good market now. Fairtrade is also giving women freedom of speech. We have tasted Cafédirect which has our own coffee in it. It was very delicious!'

Kisolo Boaz is chairperson of Nasufwa Co-op. 'Fairtrade sets the standard. It is good for our community' The co-op received its first Fairtrade premium in 2005 which was used to build a new coffee store that includes a small office and strong room as well as a dry, secure storage facility. In the future they hope to improve local roads and other infrastructure. First on the list is to build a small health post near the

office where they can store and distribute first aid drugs for malaria and diarrhoea, which are very common, 'so our farmers are not sick and we can produce more coffee'.

Kisolo is proud that local coffee farmers are impressed by what his co-op is achieving. 'Farmers are knocking on our door, they want to be part of us,' he says.

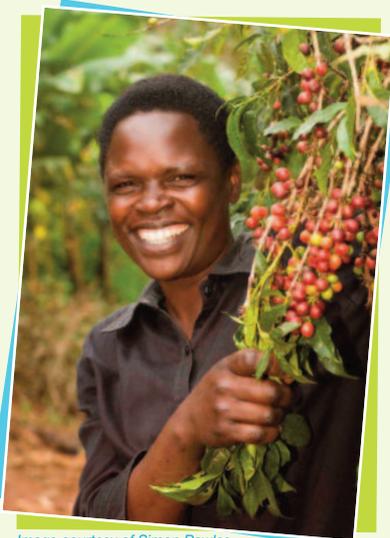


Image courtesy of Simon Rawles

FAIRTRADE PARTNERSHIP MEMBER ORGANISATIONS

Black Country Chamber of Commerce; Booker Wholesale; City of Wolverhampton College; Mid-Countries Co-operative; Revolver World; Soroptomists International; Unison; University of Wolverhampton; University of Wolverhampton Students' Union; Wolverhampton Amateur Boxing Association; Wolverhampton Churches; Wolverhampton City Council; Wolverhampton Community Radio; Wolverhampton Fair Trade; Wolverhampton Interfaith Group; Wolverhampton Rotary Clubs; WVOne